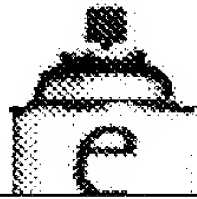


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BEST PRACTICES EVALUATION

Top 10 best examples of e-commerce

This Week	Last Week	Weeks on List	Site/Example
1	1	33	Reel: Quick, easy "similar products" feature
2	2	33	Amazon: Easy one-click buying process
3	3	13	Bluefly.com: Free holiday shipping
4	4	8	Costco.com: Shipping charges listed on product pages
5	5	7	Williams-Sonoma: Clearly states when orders must be placed to arrive in time for a holiday
6	6	5	Dellaweddings.com: Registry search requires minimal information from guests
7	--	1	Tavolo.com: Buying advice with no questions asked
8	7	2	eBags: Customized comparison charts
9	8	3	Living.com: Cleverly presented furniture ensembles
10	9	9	MySimon.com: One-click comparison shopping for popular items

- ▶ [Complete list: Best examples of e-commerce](#)
- ▶ [Top 10 worst examples of e-commerce](#)

Disclaimer: It's possible that the features discussed in our evaluation may have changed since the time we reviewed the site. We still find it useful to display and discuss these features, though, since our aim is to learn from the good or bad design of the feature, regardless of when it was live on the site.

Our Methodology:

ZDNet and Creative Good have teamed up to bring you the best and the worst examples of e-commerce on the Web. In ranking a site, we use a specific methodology. The methodology alone should serve as a great set of guidelines for any e-commerce architect.

Why Best Practices?

TALKBACK

Let us hear from you. Share your own examples of e-commerce dos and don'ts.

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